



Take care of your Froggu

E-1616-329

Product

Žabka (Little Frog)

Category

Best of Europe: Retail

Open to all retail companies (online and/or brick & mortar) with general or specific merchandise, including department stores; online retailers; clothing, fashion, shoes or jewelry stores; food retailers; movie/book stores; furnishings and design retailers, discount/bulk retailers; home & garden stores, pet care; toy stores; specialty stores; convenience stores, etc.

Awards Program

2025 Effie Awards Europe

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the [Entry Form template](#) which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

ELIGIBILITY.

To be eligible, work must have run in Europe and data must be isolated to the country(ies) in Europe presented in the case. The entered work must have run at some point between 1 January 2023 and 31 March 2025. Work that ran after the cut-off period may not be submitted. Provide results for the eligibility time period, as well as results and data prior to the eligibility time period that will help judges evaluate the success within the time period. In addition, results that fall after the end of the eligibility period that are directly tied to the work submitted are fine to submit through the entry period. Test efforts are not eligible.

Best of Europe - Effie Partner Track: Gold & Grand winners from 2024 Effie programs in the Effie Europe region (see eligible markets in the 2025 Effie Europe Entry Kit) may enter. To enter, case must have run during the 2025 Effie Europe eligibility period and should provide updated work and results for the new eligibility timing.

Best of Europe - non-Effie markets: Markets without an Effie program are welcome to participate. Any effective marketing effort that ran in a country in the Effie Europe region that you can tell a great results story about should be considered. Specifically, any campaign that ran between 1 January 2023 and 31 March 2025 may be submitted.

Review full eligibility information at the [Effie Europe website](#).

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/24 - 31/03/25. Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources - this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

RESOURCES

Review the key resources before starting your entry:

- [ENTRY KIT](#)
- [EFFECTIVE ENTRY GUIDE](#)
- [EFFIE EFFECTIVENESS EXPLAINED](#)
- [CASE STUDIES](#)

- MORE RESOURCES

ENTRY DETAILS & EXECUTIVE SUMMARY

ENTRY DETAILS

NATIONAL EFFIE PROGRAM (IF APPLICABLE)

Effie Poland

ORIGINAL CATEGORY (IF APPLICABLE)

Brand Experience

Brand Name

Żabka (Little Frog)

Brand Description

Convenience retail chain.

Dates Effort Ran (Total)

Date From 2023-01-01

Date To 2023-12-31

Dates presented in this case

Date From 2023-01-01

Date To 2023-12-31

Regional Classification

Local

Countries Presented in This Case

Poland

Please indicate all countries where this work ran.

Poland

Industry Sector

Retail Stores & Online Marketplaces

Industry/Category Situation

Flat

MARKET / LOCAL NUANCE BACKGROUND

The retail market in Poland is **highly competitive and in the process of consolidation**. There are discounter chains that took place of main shopping destination for weekly shopping - Lidl and Biedronka. They focus on deals and recently engaged in direct communication wars of comparisons of shopping basket price vs. value. There are supermarkets like Auchan for bigger shopping and a plethora of local affiliation chains of small mom-and-pop corner shops.

Amid those, Żabka, whose name means "Little Frog" is a large chain of convenience stores, with almost 12 thousand shops. There is a running joke, that if you stand on any crossing in a Polish city you can probably spot at least three Żabkas. Stores have vivid green visual identification, are seen from afar and both shops and the brand are well liked. Shops have long opening hours, are clean and modern and apart from groceries they carry popular fresh ready meals, coffee to go and hotdogs with an iconic status. The brand is liked thanks to its funny, informal, warmly cheeky communication.

As a neighborhood store, Żabka focuses on frequent purchases - building loyalty and the habit of "dropping by".

Poland is very highly digitalized across all age groups and smart shopping drives digitalization. All retailers

have apps and drive its usage, but promotional leaflets are still very much in use too.

The app is even more important for Żabka than for other retailers - because unlike them Żabka doesn't use printed flyers - with limited physical space in-store, there's not enough room for communication materials.

In recent years **retailers race to enhance the app experience and use**. Polish retailer apps have evolved to include entertainment and gamification features such as Rossmann drugstore chain educational game Feel the Climate or largest retailer Biedronka's Shake'omat where you "shake out" the deals on a smartphone.

The whole category races to introduce new features and activations to fight for precious attention. There's a growing need for tactical delights - fresh, temporary incentives that re-engage users, keep app usage frequent and enhance positive brand perception through lighthearted entertainment.

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

The Challenge:

As Żabka convenience store doesn't use leaflets - the app is crucial. But on a smartphone it competes with entertainment.

The Insight:

A lovebrand can provide fun, not only products and promotions. Called "Little Frog" - begs leveraging personification for emotional connection.

The Strategic Idea/Build:

"Take care of your Froggu" - a personalized pet game linking app use, loyalty, and real-world purchases through emotional play.

Bringing the Strategy & Idea to Life:

A unique in-app game mechanic where purchases influence the game character and vice versa: developing the character unlocks in-store benefits.

The Results:

1/3 of app users created Froggu, resulting in a 32% increase in purchase frequency and a 24% rise in ARPU.

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Shopping should be beneficial and the store delivers tangible benefits - deals and convenience.

But can a store be more than just a provider of savings - can it also offer entertainment and experiences? It can, if it's a brand people like, and especially if it has a personalized character in a game that encourages interaction.

In 2023, one third of 7,5 million app users played the game Froggu, resulting in a significant 32% increase in shopping frequency and a 24% boost in ARPU (Average Revenue Per User).

SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand/asset so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

FOR A CONVENIENCE STORE, FREQUENCY AND HABIT ARE EVERYTHING

As a neighborhood convenience store, Žabka focuses primarily on impulse and frequent, habitual purchases - building loyalty and the habit of "dropping by". The top priority is driving store traffic and visit frequency, which directly impacts the number of transactions and monthly ARPU (Average Revenue Per User).

KEEPING USERS ENGAGED IN THE APP - A BATTLE FOR ATTENTION

The app is Žabka's most important brand touchpoint - more crucial than for other retailers - because unlike them Žabka doesn't use printed flyers and promotional catalogues.

Due to the nature of the convenience format and frequent visits, Žabka runs many quick, short-term promotions. But with limited physical space in-store, there's not enough room for communication materials - which is why promotional messaging needs to move to the app.

Frequent app interactions, reasons to return, and engaging hooks are essential for maintaining shopping frequency and growing in-store traffic. Shopping data collected through app use ("I remember I have it and scan it at checkout") builds a customer database for future marketing.

Up until now, the app offered very basic gamification: “buy product - get a reward” (e.g. discount or coupon). These “Challenges”, required purchase of number of specific items within a timeframe. Multi-stage challenges attracted 100-200k users per activation on average.

COMPETITION IS ENHANCING APP EXPERIENCES

In recent years, Polish retailer apps have evolved to include entertainment and gamification features. For example Rossmann drugstore chain educational game Feel the Climate or largest retailer Biedronka's Shake'omat where you “shake out” the deals on the smartphone.

THE CHALLENGE

People have dozens of apps on their phones, but having an app doesn't mean using it. In 2023, only 66% of app users scanned it during purchases at least once a month. Yet the app is Żabka's main communication channel.

Retail apps compete with everything else on a user's phone - including entertainment like games and TikTok. People get gradually bored with apps, apps get forgotten or ignored. The whole category, Żabka included, constantly races to introduce new features and activations to fight for precious attention. There's a growing need for tactical delights - fresh, temporary incentives that re-engage users, keep app usage frequent, and enhance positive brand perception through light entertainment. The key was activating a significant portion of current app users to explore it more often and tap it more regularly in-store.

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

RESPONSE FORMAT

List each objective individually.

- We have allowed for:
 - one key business objective (required)
 - up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).
- If you had fewer marketing and activity objectives, that is fine, please leave the fields blank.
- For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? [View guidance here.](#)

Business Objective

Reference 1

Objective - Overview & KPI

Encouraging app users to engage with it more frequently, resulting in a **15% increase in purchase frequency** and a **10% increase in ARPU** (among app users who played the game).

Rationale - Why the objective was selected and what is the benchmark?

For comparison - user activation averaged **10% in previous in-app activations**; the previously **record-breaking "Coffeescription"** activated **22%** of coffee customers and drove a **20%** increase in sales value after the service was launched among subscribers.

For scale - the **active app user base** at the end of 2023 was **7,532,702**.^[1]

Measurement - How did you plan to measure it?

Transaction frequency in-store confirmed by app scanning, and monthly ARPU (Average Revenue Per User).

Tagging - What keywords best describe your objective type?

Revenue (growth/maintenance/easing decline/value share)

Volume (growth/maintenance/easing decline/volume share)

Marketing Objectives

1

Objective - Overview & KPI

Engagement: at least **500,000 users involved** in the game by creating a character, and **200,000 users** continuing interaction/gameplay.

Rationale - Why the objective was selected & what is the benchmark?

The volume of active app users was **7,532,702**.^[2]

Half a million players is a very ambitious goal, especially considering the demanding mechanics.

The previous gamification "Challenges" in the app (multi-stage requiring the purchase of several products) have so far attracted around 100,000 to 200,000 players. ^[3]

Measurement - How did you plan to measure it?

Engagement and number of players - entering the game, creating a character, and reaching at least level 10 (involving several days of active play).

Tagging - What keywords best describe your objective type?

Conversion

2

Objective - Overview & KPI

Attracting **young audience** - at least 40% of players aged 16-24.

Rationale - Why the objective was selected & what is the benchmark?

We saw the greatest potential in the young group, but due to the lack of a benchmark for this type of activity within the app, it was difficult to determine what proportion of the player base should be young users.

As Poland is highly digitalized regardless of the age group the app users are distributed among all groups.

Measurement - How did you plan to measure it?

The proportion/percentage of players (interested users who activated the module) within each age group.

Tagging - What keywords best describe your objective type?

Consideration

3

Objective - Overview & KPI

Increase the **frequency of app usage** by Froggu players by at least **10%**.

Rationale - Why the objective was selected & what is the benchmark?

Thinking about activating the group potentially interested in the game within the app, we anticipated their already frequent and above-average app usage. Increasing this and fully tapping into the potential was therefore ambitious.^[4]

Measurement - How did you plan to measure it?

Frequency of app usage (app launches).

Tagging - What keywords best describe your objective type?

Consideration

Activity Objectives

1

Objective - Overview & KPI

Higher CTR for Froggu communication: 2-3 percentage points increase in push notifications and 10 percentage points increase in email compared to app direct communication. ^[5,6]

Rationale - Why the objective was selected & what is the benchmark?

The frequency of direct communication is extremely limited, so even a **small increase in its effectiveness results in significantly more app visits** and better budget efficiency (own channels).

Historical activation click-through rate increases served as benchmarks.

Measurement - How did you plan to measure it?

Click-through rate of push notifications and email messages.

Tagging - What keywords best describe your objective type?

Reach (e.g. open rate, shares, views, attendance)

2

Objective - Overview & KPI

High "playability" and engagement - completion of the game (100 levels, over 130 days of gameplay) by at least 100,000 players. ^[7,8]

Rationale - Why the objective was selected & what is the benchmark?

The key was the entry point into the game - personalization; however, **maintaining excitement further** and a high level of "playability" was also crucial to reach the end of the demanding game.

Measurement - How did you plan to measure it?

Engagement - game completion rate, average time to finish the game.

Tagging - What keywords best describe your objective type?

Playability

Section 1: Sourcing

[1] Žabka's proprietary app data; benchmark - share of active vs. inactive customers in the 30 days prior to using the offer in historical Žabka activations; "Coffescription" activation - share of active vs. inactive customers in the 30 days prior to using the offer among Coffescription users with the app.

[2] Internal app data - monthly number of users.

[3] Internal app data - historical data on "Challenges" and activations.

[4] Žabka's internal app data; historical activation data from the app.

[5] Average click-through rate of push notifications sent from the app in 2023 comparison of click-through rates for Froggu-related push messages versus all push messages.

[6] Average click-through rate of emails sent to app users in 2023 - comparison of click-through rates for Froggu-related emails versus all emails.

[7] Internal app data: total number of Žabu players who, between January 1st and December 31st, 2023, reached level 100 with their character at least once (marks game completion).

[8] Internal app data: average time to reach the 100th level in the game.

SCORING SECTION 2: INSIGHTS & STRATEGY

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.

The **target audience** for the **Froggu** game consisted of app users who were already **frequent users** of both the **Žabka** app and **Žabka** stores.

Primarily, the game targeted **young users aged 16-24**, who are typically the most interested in games and often have more **free time** to engage in play.

Additionally, although not a core target, but driven by nostalgia, we aimed to also reach segment aged 30+, who might still remember Tamagotchi.

We assumed the game would naturally appeal to those who **already like Žabka** and its app, and who were **regular visitors** before the activation.

The goal was to **maximize the potential** of this loyal group and **increase their overall value** to the brand.

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

On a smartphone, dozens of **apps compete for our attention**, and **entertainment often wins** – even at the **checkout**, when we should be **launching the app** and tapping it, but instead we're too engrossed in scrolling TikTok or playing a game.

In retail, everyone offers tangible benefits and promotions, but that's simply not enough to drive real engagement.

A **well-liked brand** with a sense of humor can go beyond being just a **product supplier** – it can become an **entertainment provider**. Žabka's customers like the brand enough to be open to receiving entertainment from it.

The game could have been simple or based on motor skills, but **Žabka means "Little Frog"** – and **personification** is one of the strongest tools for creating **emotional bond**.

Žabka had the opportunity to create a **funny embodiment of the brand**, and a character always has the power to evoke emotion, attachment, and become something personal.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

"Take care of your Froggu."

Creating the **Froggu game** within the app – integrating **virtual care**, **gameplay**, the **loyalty system**, and **in-store purchases** – to boost **engagement** and increase **shopping value**.

The concept, mechanics, and interaction were based on the character and nurturing it – building attachment and encouraging app usage.

Personalization – having my own Froggu – created attachment, along with the option to buy gadgets for Froggu in exchange for app coins. Users created and customized their character by selecting features like eyes or outfits, resulting in several million combinations.

A key aspect of the game was **regular care** for Froggu, which enabled **leveling up**, with **surprises** every tenth level. Purchasing **accessories** allowed **faster progression**.

Points could also be earned through **shopping**, by remembering to **scan the app**. A **reward** awaited players upon reaching **level 100**.

Section 2: Sourcing

n/a

SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

Froggu is a unique game mechanic within the app, where in-store purchases affect the game character and, conversely, developing the character grants players benefits in the stores.

This is the first such mechanic implemented in a retail network in Europe.

The main touchpoint was, of course, the app itself and the game - providing an experience of contact and interaction with the character, primarily through creating and customizing it, and then progressing through gameplay and tasks.

Players created and personalized their own Froggu character, cared for it, and engaged with it while advancing through levels. Interaction and communication with the character were built around a strong dose of cheeky humor.

Communication centered on the Froggu character and was delivered via owned and earned channels- mainly push notifications, as well as email, social media, and PR.

3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that

optimised the creative while the activity was running.

The main channel and interaction was the Froggu game within the app.

Character was very highly personalized and customized, used informal and funny language in bubble-speech and was a mixture of friendly and naughty.

Communication relied almost exclusively on own channels - app communication via push notifications, as well as other owned and earned channels such as email, social media, and PR.

Copy and language relied heavily on very tongue-in-cheek humor, referring to the life of the frog-looking character, using wordplay and proposing activities such as 'fin manicure' or "Froggengers movie".

Mechanisms supported the sale of private label products - each mission required purchasing private label items:

1. **Coffee Mission** - buy any 3 coffees from Żabka, and in return Froggu receives a power elixir that boosts its mood for a week.
2. **Try GoodFood Mission** (supporting healthy eating habits) - make 3 purchases at Żabka including at least 1 GoodFood product; in return, Froggu stays fully fed for a week.
3. **Support for private-label food products campaign** - after feeding Froggu virtual fries, the user received free fries or a discount on the product.
4. **Żabka Nano self-service Shop Mission** (Żabka Group self-service shops - after three purchases at Nano stores of at least PLN 1 (low entry threshold), Froggu received a T-shirt.

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

The key idea was to catch attention, engage and keep users entertained in the app - so it was the key focus.

The means for that was **personalized, highly customized character of one's very own Froggu** - as this had the potential to make the interaction much more personal and engaging and sustained for longer.

The character itself was very **carefully crafted** - from the **funnily awkward looks to slightly naughty personality** and **cheeky, witty tone-of-voice**.

There was a very wide range of character customization options - making Froggu truly one's own and with distinct looks - from eyes to footwear.

Great care was put into all the **tiny interactions**, each of them funny, using play on words and **relating to the 'frog' world** - each interaction and message was designed as a **small delight**, intended to make user

smile or chuckle and keep her or him entertained.

The premise was simple - the more players are delighted and amused the longer they would stay and come back more often. The key was making Froggu one's own and simply making it **liked it enough to care for it and its small frog life**.

The rest of ecosystem of own channels just drew attention to the game introducing the character as a funny, cheeky persona. Communication served as an extension of Froggu's witty and naughty personality.

Key Visual



Froggu game Key Visual

Section 3: Sourcing

n/a

SCORING SECTION 4: RESULTS

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. How do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business. Results must relate back to your specific audience, objectives, and KPIs

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

1. Provide a clear time frame for all data shown - either within your response or via the sources box.
 2. All results must be isolated to Europe.
 3. Work must have run in the eligibility window of 1 January 2023 and 31 March 2025. Results after 31 March 2025 that are directly related to work that ran in the eligibility window can be included until the entry deadline.
 4. All results must correspond to a data source. Include results and data prior to the time period that helps assess effectiveness during the time period.
-

Results Overview

Froggu led to **increase in purchase frequency** (among app users) by 32%^[1] and **increase in daily ARPU** (Average Revenue Per User) by **24%**^[2]. Sustained growth over continued gameplay increased by 26%^[3].

An average app user spent 22% of what a Froggu player did before the game - so **activating a player led to a greater increase than the value represented by an average app user**^[4]. For comparison - in the record-breaking earlier activations historically, the sales value among subscribers increased by 20%.

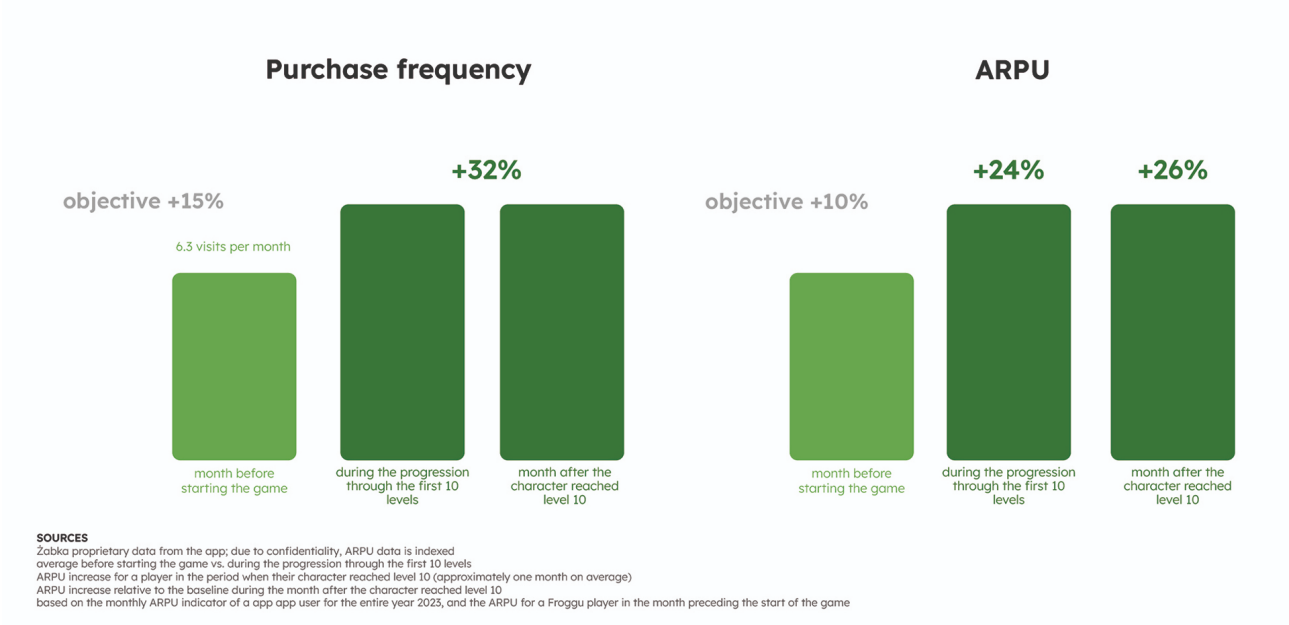
Number of users who entered Froggu amounted to **2,464,829**, of whom 1,910,963 created a character, and 519,508 reached level 10 (an average of 12 days of gameplay).^[5,6]

Game effectively attracted young demographic - **half of the players being aged up to 24** indicates impact through both the game mechanics and the sense of humor.^[7]

App usage frequency by Froggu players increased by +15% - rising from 3.88 times per day before starting the game to 4.45 times per day upon reaching level 10 in the game^[8,9]. The increase in app launches demonstrates the effectiveness of the gamification strategy in boosting interaction frequency with the app.

Froggu had **high "playability," engagement** - 158,085 players reached the end of the game - the 100th level. Reaching the end of the game - the 100th level meant strong, regular engagement over an average of 130 days (!) of gameplay.^[12,13]

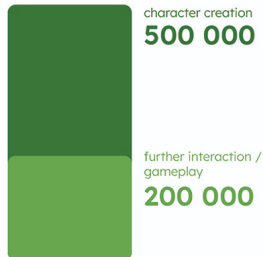
INCREASE IN PURCHASE FREQUENCY AND ARPU



ENGAGEMENT / DRAWING INTO THE GAME

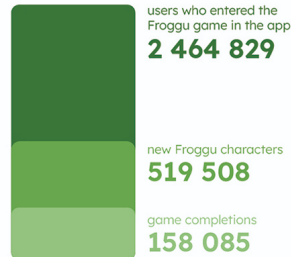
Objective

Engagement: drawing at least 500,000 users into the game (character creation) and 200,000 continuing with gameplay.



Result

Number of users who entered Froggu - 2,464,829, of whom 1,910,963 created a character, and 519,508 reached level 10 (an average of 12 days of gameplay).



Benchmark

The base of active app users totals 7,532,702. Froggu engaged a very high share of them, especially considering the demanding game mechanics. Previous gamifications like "Challenges" in the app (multi-stage - requiring the purchase of several products) had attracted around 100,000-200,000 players to date.



SOURCES

Zabka's own data from the app
Active user base of the app in 2023

ATTRACTING A YOUNG GROUP

Objective

Attracting a young group - at least 40% of the player group aged 16-24.

40%



players aged up to 24

Result

Effective recruitment of a young group to the game - 50% of players aged up to 24.

50%



players aged up to 24

SOURCES

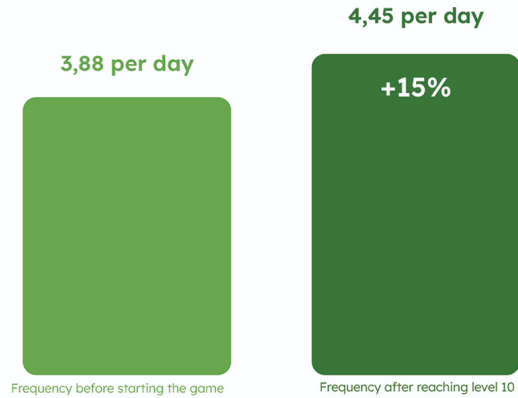
Zabka's own data from the app; age breakdown - % of unique customers who opened the Froggu module

INCREASE IN APP USAGE FREQUENCY

Increase in app app usage frequency by Froggu players by +15% - rising from 3.88 times per day before starting the game to 4.45 times per day upon reaching level 10 in the game.

objective: +10%

Increasing the frequency of app usage by Froggu players by at least 10%.



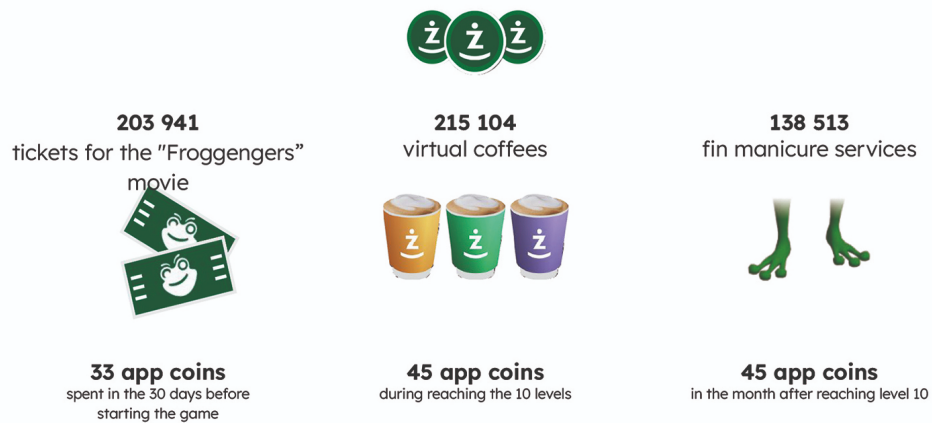
SOURCES

Zabka's own data from the app.
Average number of app launches - 3.88 times daily in the 30 days before starting the game vs. 4.45 times daily after reaching level 10 in the game.

LOYALTY COINS REDEMPTION

Players purchased 2,775,995 virtual items for their characters

Top items bought with app coins:



SOURCES

Zabka's internal data from the app; average daily number of app coins spent per player during the month before starting the game, while reaching the first 10 levels, and in the month after achieving level 10.

Business Objective Results

List Result

Increase in purchase frequency (among app users) by 32%^[1] and increase in daily ARPU (Average Revenue Per User) by 24%^[2].

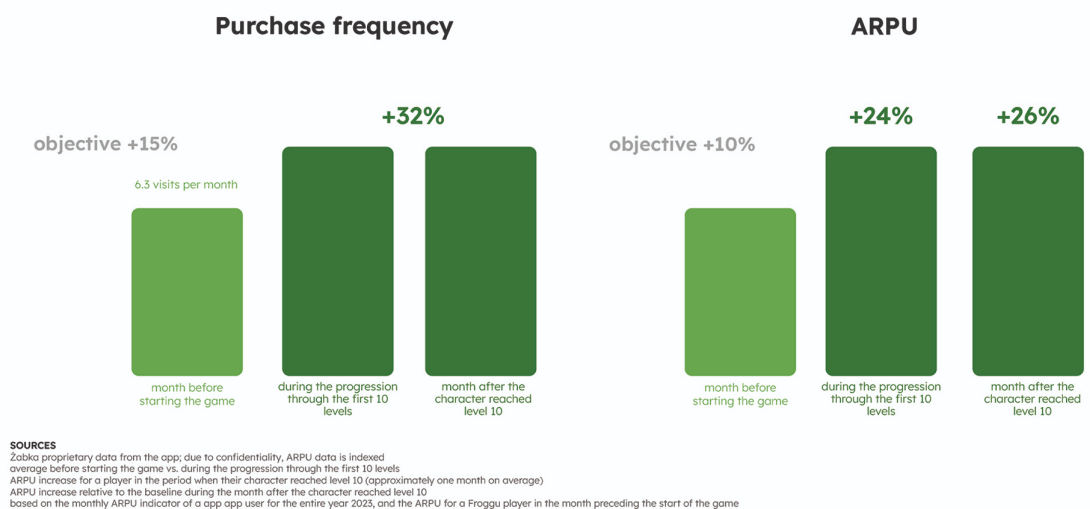
Sustained growth over continued gameplay - up by 26%.^[3]

Context

An average app user spent 22% of what a Froggu player did before the game - so activating a player led to a greater increase than the value represented by an average app user.^[4]

In the record-breaking earlier Coffescription, the sales value among subscribers increased by 20% after service activation.

INCREASE IN PURCHASE FREQUENCY AND ARPU



Marketing Objectives Results

1

List Result

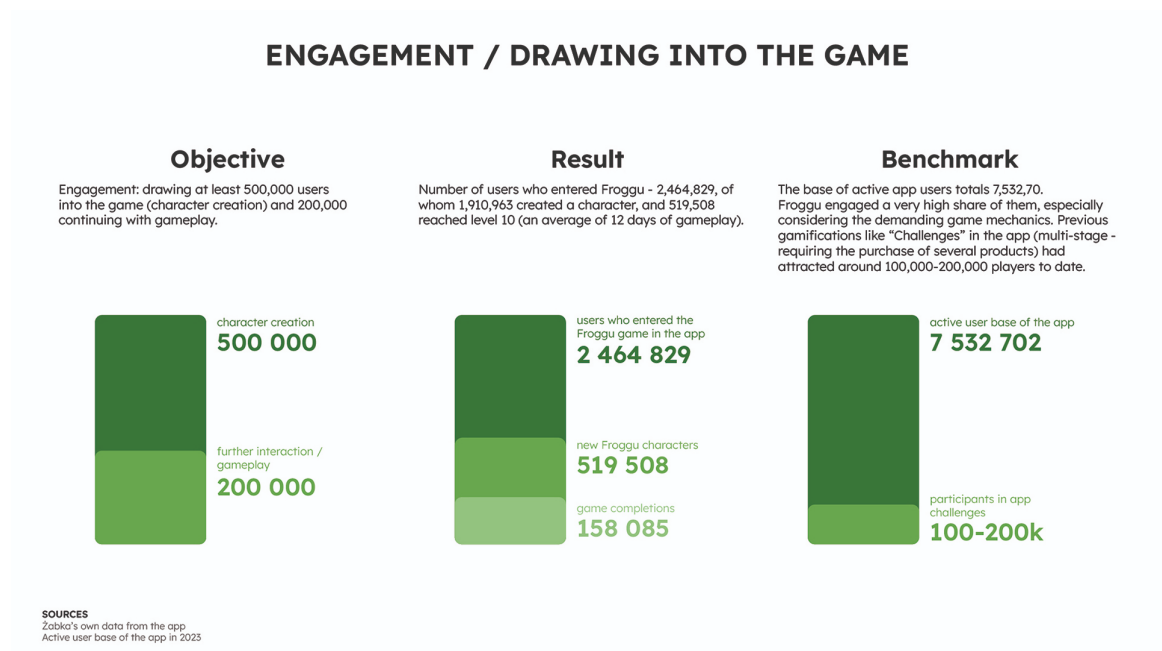
Number of users who entered Froggu - 2,464,829, of whom 1,910,963 created a character, and 519,508 reached level 10 (an average of 12 days of gameplay).^[5]

Context

The base of active app users totals 7,532,702.^[5]

Froggu engaged a very high share of them, especially considering the demanding game mechanics.

Previous gamifications like “Challenges” in the app (multi-stage requiring the purchase of several products) had attracted around 100,000-200,000 players to date.^[6]



2

List Result

Effective recruitment of a young group to the game - 50% of players aged up to 24.^[7]

Context

Half of the players being aged up to 24 indicates strong reach to young users through both the game mechanics and the sense of humor.

ATTRACTING A YOUNG GROUP

Objective

Attracting a young group - at least 40% of the player group aged 16-24.

40%



players aged
up to 24

Result

Effective recruitment of a young group to the game - 50% of players aged up to 24.

50%



players aged
up to 24

SOURCES

Zabka's own data from the app; age breakdown - % of unique customers who opened the Froggu module

3

List Result

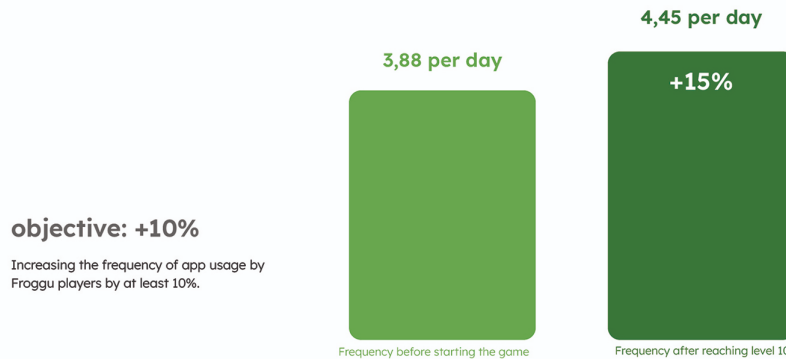
Increase in app usage frequency by players by +15% - from 3.88 times per day before starting to 4.45 times per day upon reaching level 10 in the game.^[8,9]

Context

The increase in app launches demonstrates the effectiveness of the gamification strategy in boosting interaction frequency with the app. Froggu players used the app more often even before starting the game; the overall app launch frequency for all customers was 0.68 times per day.^[8]

INCREASE IN APP USAGE FREQUENCY

Increase in app usage frequency by Froggu players by +15% - rising from 3.88 times per day before starting the game to 4.45 times per day upon reaching level 10 in the game.



SOURCES

Zabka's own data from the app.
Average number of app launches - 3.88 times daily in the 30 days before starting the game vs. 4.45 times daily after reaching level 10 in the game.

Activity Objectives Results

1

List Result

Push notification click-through rate for Froggu: 18.5% vs. 15% for all messages sent via the app.
[10]

Email click-through rate for Froggu: 35.34% vs. 19.96% for standard email communication.^[11]

Context

Direct communication frequency is very limited, so increasing its effectiveness results in significantly more app visits and budget efficiency (own channels). The results indicate strong interest generated by the character and the game-click-through rates far exceeded the standard.

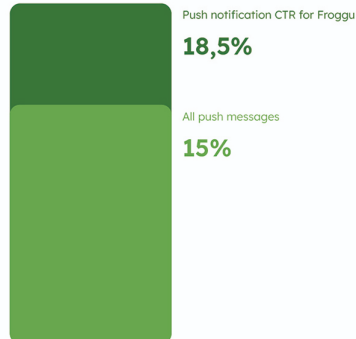
CTR OF DIRECT COMMUNICATION

Objective

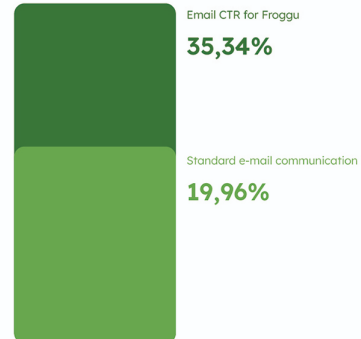
Higher CTR for Froggu communication: 2-3 percentage points increase in the push channel and 10 percentage points increase in the email channel compared to app direct communication.

Direct communication frequency is very limited, so increasing its effectiveness results in significantly more app visits and budget efficiency (own channels). The results indicate strong interest generated by the character and the game-click-through rates far exceeded the standard.

Push notification click-through rate for Froggu: 18.5% vs. 15% for all messages sent via the app.



Email click-through rate for Froggu: 35.34% vs. 19.96% for standard email communication.



SOURCES

Average click-through rate of push notifications sent from the app in 2023 - comparison of click-through rates of Froggu-related push messages versus all push messages sent
Average click-through rate of emails sent to app users in 2023 - comparison of click-through rates of Froggu-related emails versus all emails sent

2

List Result

High "playability," engagement - 158,085 players reached the very end of the game - the 100th level.^[12]

Context

Reaching the end of the game - the 100th level - meant strong, regular engagement over an average of 130 days (!) of gameplay.^[13]

HIGH PLAYABILITY

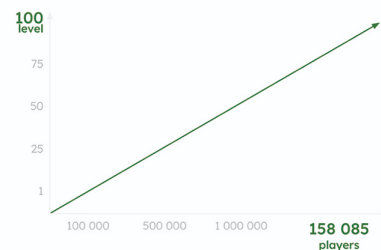
Objective

High "playability," engagement in the game - completion of the game (100 levels, meaning over 130 days of gameplay) by at least 100,000 players.¹



Result

High "playability," engagement - 158,085 players reached the end of the game - the 100th level.



Reaching the end of the game - the 100th level - meant strong, regular engagement over an average of 130 days (!) of gameplay.

SOURCES

Data from the app - total number of players who, between 1.1 and 31.12.2023, reached level 100 with their Froggu character at least once (which means completing the game)
Internal app data: average time to reach the 100th level in the game

Additional Results

Players purchased 2,775,995 virtual items for their characters.

Top items bought with app tokens, coins: 203,941 tickets for the "Froggengers" movie, 215,104 virtual coffees, and 138,513 "fin manicure" services.

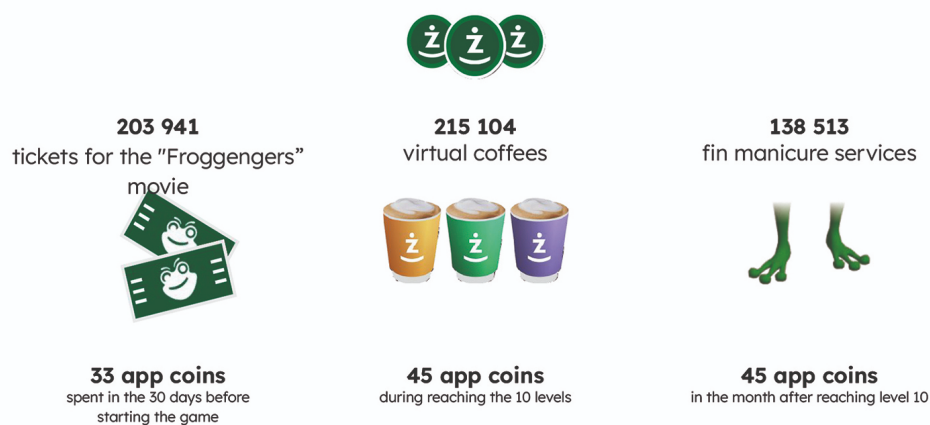
A player spent daily 33 app coins in the 30 days before starting the game, 45 during reaching the 10 levels, and the same amount in the month after reaching level 10.^[14]

This was important from the business standpoint as the **app loyalty coins mean discounts in the shop and when used in the game they increase the value of sales.**

LOYALTY COINS REDEMPTION

Players purchased 2,775,995 virtual items for their characters

Top items bought with app coins:



SOURCES

Zabka's internal data from the app; average daily number of app coins spent per player during the month before starting the game, while reaching the first 10 levels, and in the month after achieving level 10.

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

No Other Factors

Explain the influence (or lack of influence) of the factors you selected above.

n/a

Section 4: Sourcing

[1,2,3,4] Žabka proprietary data from the app; due to confidentiality, ARPU is indexed

[1] average before starting the game vs. during the progression through the first 10 levels

[2] ARPU increase for a player in the period when their character reached level 10 (approximately one month on average)

[3] ARPU increase relative to the baseline during the month after the character reached level 10

[4] based on the monthly ARPU indicator of an app user for the entire year 2023, and the ARPU for a player in the month preceding the start of the game

[5] Žabka's proprietary data from the app

[6] Active user base of the app in 2023

[7] Žabka's proprietary data from the app; age breakdown - % of unique customers who opened the Froggu module

[8] Žabka's proprietary data from the app

[9] Average number of app launches - 3.88 times daily in the 30 days before starting the game vs. 4.45 times daily after reaching level 10 in the game

[10] Average click-through rate of push notifications sent from the app in 2023 - comparison of click-through rates of Froggu-related push messages versus all push messages sent

[11] Average click-through rate of push notifications sent from the app in 2023 - comparison of click-through rates of Froggu-related push messages versus all push messages sent

[12] Internal data from the application; total number of Froggu players who, between 1.1 and 31.12.2023, reached level 100 with their character at least once (indicating game completion)

[13] Proprietary data from the app; average time to reach the 100th level in the game

[14] Žabka's proprietary data from the app; average daily number of coins spent per player during the month before starting the game, while reaching the first 10 levels, and in the month after achieving level

INVESTMENT OVERVIEW

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Paid Media Expenditure (Current Year)

Under €50 Thousand

Paid Media Expenditures (Prior Year)

Not Applicable

Compared to other competitors in this category, the budget is:

Not applicable (Requires Elaboration)

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

About the same

Media Budget Elaboration:

Media investments were minimal - amounting only to less than 10k € (!) net throughout the entire year of 2023.

Referring to the category expenses for dedicated communication, or those mentioning loyalty apps alongside standard promotional messages, we end up with a share of spend (SoS) at the level of the fourth or fifth decimal place therefore, we record it as 0%.

Total expenses for developing the game within the app amounted to 250k €.

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

€200-500 Thousand

Elaboration on the Production & Other Non-Media Expenditures

Main cost was game development and maintenance costs (development and SLA).

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Was owned media a part of your effort?

Yes : Froggu communication was conducted predominantly through owned channels, organically, but primarily within the app - mainly push notifications, as well as other owned channels like e-mailing and brand-owned social media channels (Facebook, Instagram, TikTok, Discord).

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Sponsorships

Not Applicable

Elaboration on Sponsorships and Media Partnerships

n/a

SOURCES

Investment Overview: Data Sources

Žabka's own data (web dev & own channels).

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

All Touchpoints

Digital Mktg. – Email/Chatbots/Text/Messaging
Digital Mktg. – Gaming
Digital Mktg. – Short Video (:15-3 min.)
Digital Mktg. – Social: Organic
Interactive / Website / Apps
Public Relations

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

Main Touchpoint 1

Interactive / Website / Apps

Main Touchpoint 2

Digital Mktg. – Email/Chatbots/Text/Messaging

Main Touchpoint 3

Digital Mktg. – Social: Organic

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

Social Media Platforms

Discord
Facebook
Instagram
TikTok
YouTube

CREATIVE EXAMPLES

CREATIVE REEL

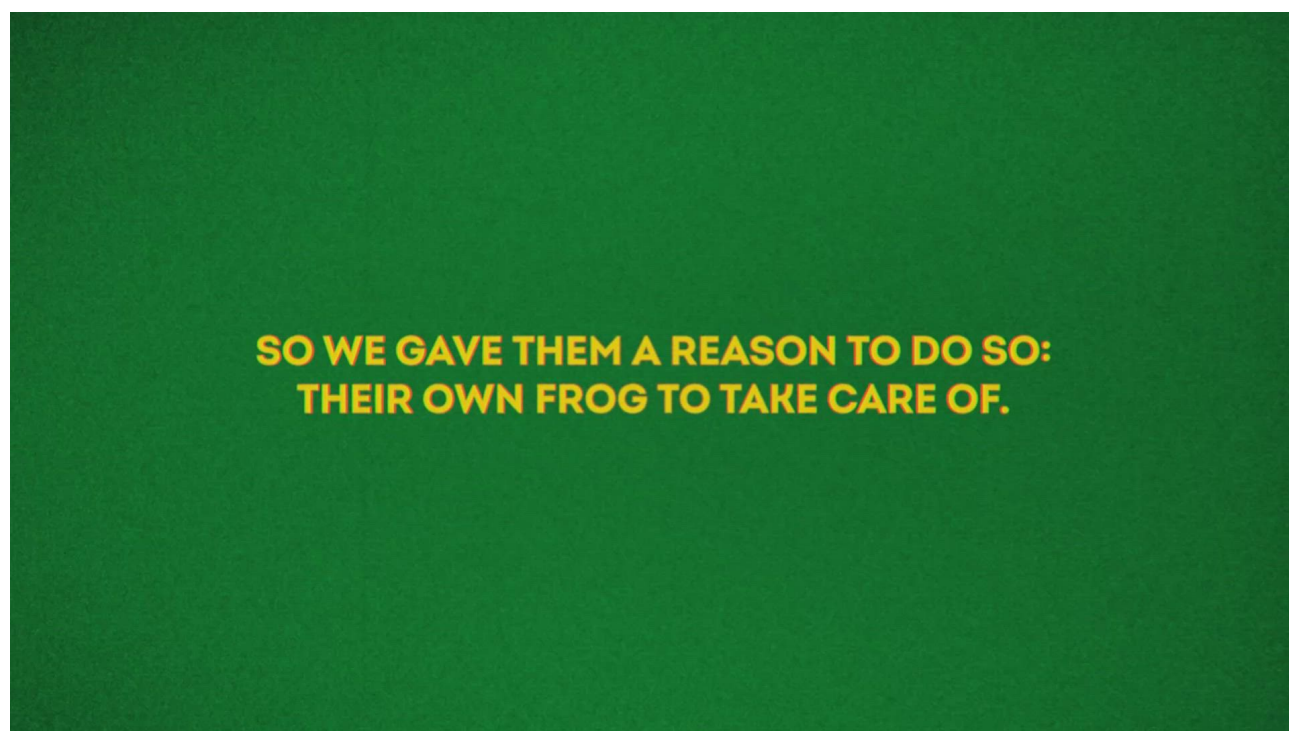
The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

Creative Reel



Žabka Froggu

Creative Examples Presented in the Creative Reel - Select All

Interactive / Website / Apps

Digital Mktg. - Short Video (:15-3 min.)

Public Relations

Raw Creative Examples as Originally Aired - For Research Purpose



Froggu social video

In what language the raw creative example aired?

Polish

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

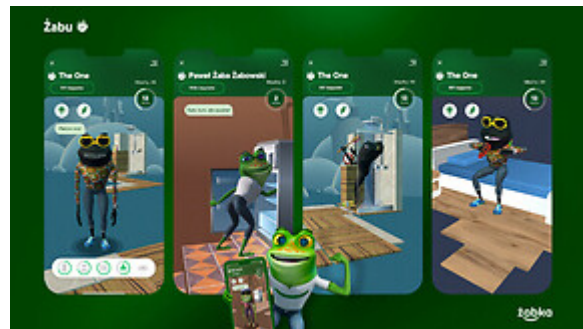
- + Showcase work that is better seen as a still image vs. video format

- + Draw further attention to key creative elements

Images of Creative Work



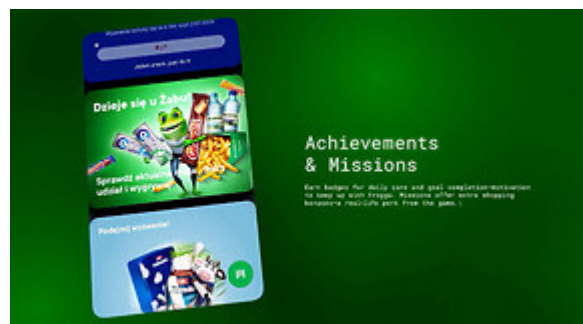
Froggu Key Visual



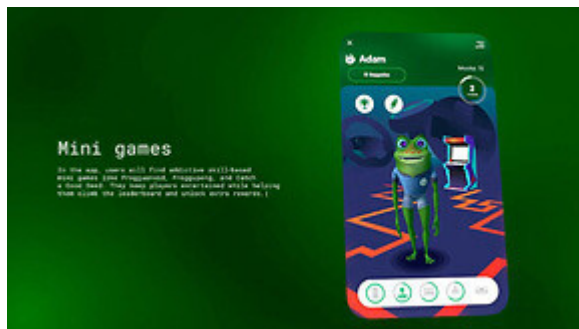
Froggu game screens



Take care of Froggu



Froggu missions and achievements



Froggu mini-games

Translation of Non-English Creative Work (If Applicable)

n/a

CASE BACKGROUND

MEDIA COMPANIES

Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. If no media companies were used in this effort, you may leave this question blank.

COMPANY & INDIVIDUAL CREDITS

How long have the Lead Agency and Advertiser team worked together (Select 1)?"

2 - 4 Years

JUDGING VIEW - PDF Version of the Written Entry for Judges
Printed 2026-07-10 13:09:43 UTC